## ABSTRACT

The present invention is to provide a method which comprises providing a plant with characters of a repressor and operator both constituting a gene expression inducing 5 system with an actinomycete autogenous regulatory factor as an inducer by gene transfer and administering the actinomycete autogenous regulatory factor to the transformed plant to thereby induce the expression of a gene placed under the control of the operator at a site of 10 administration of the actinomycete autogenous regulatory factor. This method makes it possible to cause expression of a desired gene at a desired time and site, thus enabling even the production, in a plant, of a metabolite otherwise disadvantageous to the growth of the plant. It is also 15 useful in preventing transformant plants from spreading through the environment by controlling the fertility thereof.